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ISSN Print : 0976 - 6308 ISSN Online: 0976 - 6316

http://www.iaeme.com/ijciet/index.asp

International Journal of Civil Engineering & Technology (IJCIET)

IAEME Publication
Plot : 03, Flat- S 1,
Poomalai Santosh Pearls Apartment
Plot No. 10, Vaiko Salai 6th Street
Jai Shankar Nagar, Palavakkam, Chennai- 600 041
Tamilnadu, India

International Journal of Civil Engineering and Technology (IJCIET)
Volume 9, Issue 5, May 2018, pp. 847–856, Article ID: IJCIET_09_05_092
Available online at http://www.iaeme.com/ijciet/issues.asp?JType=IJCIET&VType=9&IType=5
ISSN Print: 0976-6308 and ISSN Online: 0976-6316

  Scopus Indexed

THE MODEL OF RISK OF TRAVEL TICKET PURCHASING DECISIONS ON MARKETING COMMUNICATION MIX IN ONLINE SITE USING STRUCTURAL EQUATION MODELING

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ABSTRACT

Travel is the movement of people between relatively distant geographical location, and can involve the journey on foot with secure mode transportation with or without baggage, and can be one way or round trips. Online ticket site agoda.com ix one of the platform in Indonesia that offers ticket purchase online. In the online ticket Site agoda.com there are still problems which occupied the position of the market challenger and want to replace the position of the market leader. But there are still many customers who do not know and almost never use the online ticket Site agoda.com so that purchase decision category counter (3 and hotels) rare in spheres. The purpose of this research is to know the influence of marketing mix against the risk of purchasing decisions. The results of research with the approach of Structural Equation Modeling (SEM) shows that the model of the risk of purchasing decisions travel ticket online site agoda.com is the model fit according to the criteria of RMSEA, CMIN/df, TLI and CFI. Marketing mix travel ticket online agoda.com Site with the indicator giving cheap price after logging in affecting the marketing communication and marketing communication with the indicator awareness introduce the influence of product purchase decision. Purchase decision with the indicator easy channel selection and purchase the brand from the elect[illegible] offers accommodation and lodging influence on the level of customer satisfaction and the level of satisfaction with the service indicator and the location that offered a significant effect on customer loyalty, namely convey positive service providers. So it is possible the online ticket Site agoda.com the chance to become the market leader and would need great energy.

Keywords: Travel Ticket online, purchase decision, marketing communication mix, SEM

Cite this Article: Rusdi Hidayat N, Eddy Poernomo, Minto Waluyo and Bambang Widjanarko Otok, The Model of Risk of Travel Ticket Purchasing Decisions on Marketing Communication Mix in Online Site using Structural Equation Modeling, International Journal of Civil Engineering and Technology, 9(5), 2018, pp. 847–856.
http://www.iaeme.com/IJCIET/issues.asp?JType=IJCIET&VType=9&IType=5

1. INTRODUCTION

Travel is the movement of people between relatively distant geographical location, and can involve the journey on foot, bike, automobile, train, ship, plane, or other ways, with or without baggage, and can be one way or round trips. The Travel can also include stay relatively short. The journey with certain modal carriers, may or may not be far more easily depending on the selected purpose and depending on the communication. Internet in Indonesia affect the rapid online business days now, especially recreation has become the basic needs of Indonesian society for economic satelite medium over to get a ticket accommodation and lodging during the process also changed from non-cash to be cash i.e. through E-Commerce. Market research institutions E-Marketer today is estimated to have been there are around 50 business online who joined the E-Commerce Indonesia. The online ticket site examined is one of the online travel reservation platform developed most rapidly in the world. The subscriber can be suspended in the ticket reservation online and hotel reservation Asia Pasific with the operational base in the Bangkok, Singapore, and the Phillipine. The problem online ticket site party occupied the position of the market challenger, so that requires a strategic marketing communications to attack and challenging market leader position so that can replace the position of the market leader. The two researchers offers simultaneous model in the strategy to reach the position of the market leader. For that requires planning in the dissemination of information about the ticket Site online through marketing communication mix. Marketing Communications can also persuade, affect and remind the customer so that can produce customer purchasing decisions to the online ticket Site. Purchase decision finally resulted in customer satisfaction and customer loyalty. The means to do is variable marketing communications marketing communication mix formed from the four variable, Advertising Sales Promotion, Personal sales and direct marketing (Nugroho, 2008). Ajay and Potti, (2017), revealed that the quality of information and customer satisfaction is the perception of the user is important and positive impact on the purchase intentions in the online fare reservation web site. The qualities of the system, quality of service and web site design also have positive effects on customer satisfaction, but its influence is less significant. Nur, et.al, (2014) stated the variable product, price, promotion, place/distribution and physical evidence have positive and significant impact on the purchase decision. Masrurul et.al, (2016) stated the Marketing Mix influence the purchase decision and customer satisfaction and loyalty.

The methods associated with the latent variable namely Confirmatory Factor Analysis (CFA) (Brown, 2006) and SEM (Mulaik, 2009; Raykov & Marcoulides, 2006; Hair et.al., 2006; Bollen, 1989; Mangkoedihardjo, 2007; Samudro & Mangkoedihardjo, 2006; Samudro & Mangkoedihardjo, 2012). Some of the research related SEM with the approach of Structural Equation Modeling shows that the selection of modal carrier transportation at excitement influenced by the status of economic activity patterns and customer satisfaction, service activity pattern provides the greatest influence on the modal carrier transportation. Eddi et.al., (2015), satisfaction required tax Parking business field is influenced by the quality of service required tax, the level of satisfaction required tax, attitudes required tax. Regional tax rule does not affect the attitude required tax on the business parking area. The levels of satisfaction required tax provide the largest indirect effect on the quality of service required

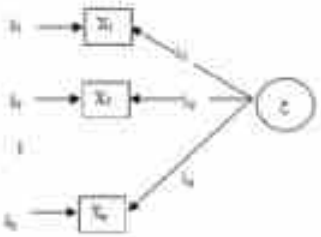
tax on the compliance of taxpayers in the parking business. Rusdi, et.al. (2015, 2014), satisfaction Taxpayers business hotel influenced by the quality of service required tax, the level of satisfaction required tax, attitudes required tax. Regional tax rule does not affect the attitude required tax on the business hotel. The levels of satisfaction required tax provide the largest indirect effect on the quality of service required tax on the compliance of taxpayers in the business hotel.

This research examines the indicators and the variables that affect the risk of purchasing decisions and its impact is theoretically, who later compiled into a theoretical model that will be proven by the field data a model based on data. This research is expected to provide information relationship model of marketing communications purchasing decisions at the site of the entrance ticket online so that it can be market leader position.

2. METHODOLOGY

The Data in this research primary data using the online ticket Site Agoda.Com, obtained from the spread of the questioner to customers with the intensity of the purchase of a minimum of 1 times, the spread of the questioner uses means online obtained 210 respondents (Levy & Stanley, 1999). Furthermore, done analysis with the method CFA and SEM. CFA is part of the method of *Structural Equation Modeling*. According to Brown, (2006), CFA is not a method to find the structure of the factor, but confirm the existence of the structure of the specific factors. One of the advantages of Confirmatory Factor Analysis is flexibility level when applied in a model of a complex hypothesis. Method of estimation in CFA used *maximum likelihood* that can determine the optimum value on the *factor loading*. The basic principles of CFA are started by confirming a number of factors (the dimension of the problem) and then to each of the dimensions investigated in depth using some theoretical indicators that have the support of the theory of the strong and to test a theory or the concept of a process or a phenomenon.

The measurement model of the latent variable is presented in the picture below.



Measurement Model:

$X_1 = \lambda_1 \xi + \delta_1$

$X_2 = \lambda_2 \xi + \delta_2$

$\vdots$

$X_p = \lambda_p \xi + \delta_p$

Figure 1 The measurement model of the latent variable

In the form of a matrix can be written as:

$$\mathbf{X} = \Lambda_x \xi + \delta \qquad (1)$$

Where:

X : The matrix indicator variable

Λ_x : The matrix lambda (*loading* factor)

Suppose a latent variables can be measured by two indicators (p=2), there will be a form of the following equation:

$$X_1 = \lambda_1 \xi + \delta_1 \; ; \qquad X_2 = \lambda_2 \xi + \delta_2 \qquad (2)$$

To know whether the variables significant indicator in the form the *construct* that explains the dimensions of the factors (unidimensionalitas) used test statistics t (Brown, 2006). The hypothesis that is used is as follows :

H0: $\lambda i = 0$ (loading factor is not significant in measuring the latent variable)

H1: $\lambda i \neq 0, i = 1.2, ...p$ (loading factor significant in measuring the latent variable)

Where i = 1.2,.....p is indicator variable.test statistics for loading factor is.

$$T = \frac{\hat{\lambda}_i}{SE(\hat{\lambda}_i)} \qquad 3$$

When |T| <| t(α,df) then reject H_0 and estimation of relationship causal parameters (regression coefficient) significant in measuring the relationship of causation is so formed unidimensionalitas.

The modeling of SEM basically consists of chaired the model and structural model. Research variable consists of 5 latent variable namely Marketing Mix (X), Marketing Communications (Y1), purchase decision (Y2), and the level of Customer Satisfaction (Y3). Customer Loyalty (Y4). The conceptual research presented as follows.

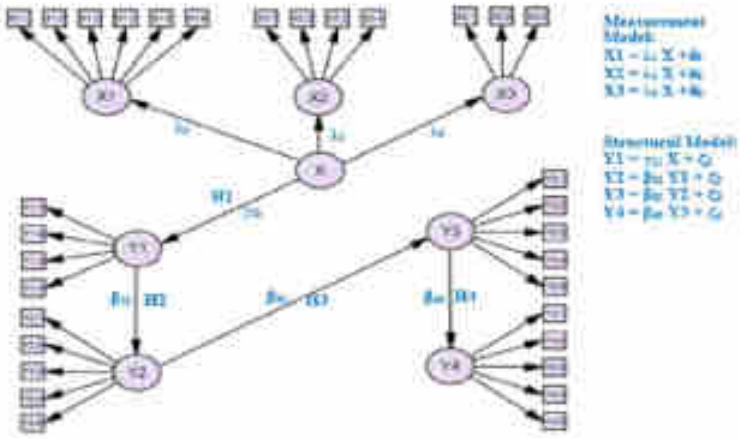


Figure 2 The Conceptual Model the risk of purchasing decisions Online Site Agoda.Com Modification (Alma, 2009; Kotler & Kevin, 2009)

The Measurement Model consisting of convergence and validity discriminant validity. The validity of convergence seen on the value of the loading factor is greater than 0.5 and the value of the Critical Ratio (CR) greater than t table, as well as on the nature of the unidimensional latennya variable meet. While the validity of diskriminan seen on the value of the correlation between the latent variable that small, or the value of the covariance between the latent variable is not significant.

3. RESULTS AND DISCUSSION

Validity test is done using confirmatory factor analysis on each of the latent variables namely Marketing Mix (X), Marketing Communications (Y1), purchase decision (Y2), and the level of Customer Satisfaction (Y3) and Customer Loyalty (Y4). Reliability tests used composite reliability with *cut off value* is a minimum 0.5 (Hair, et.al, 2006). The results of the complete model testing with AMOS program can be seen in the following table:

Table 1 Convergence validity and reliability of the indications on the latent variable customer Online at the site Agoda.Com

Variables	Indicator	*Convergence validity*			Reliability			*Composite Reliability C-R*
		Loading Factor	P-value	Decision	Error Variance	P-value	Decision	
Marketing mix (X)	**The advertising factor (X1)**	0.513	0.000	Valid	0.547	0.000	Reliable	0.567
	Sales Promotion factor (X2)	0.601	0.001	Valid	0.356	0.000	Reliable	
	Direct Marketing factor (X3)	0.540	0.000	Valid	0.528	0.000	Reliable	
	The screenings of frequency (X1.1)	0.838	0.000	Valid	0.315	0.000	Reliable	0.898
	Pull the power (X1.2)	0.825	0.000	Valid	0.370	0.000	Reliable	
	Quality (X1.3)	0.797	0.000	Valid	0.375	0.000	Reliable	
	The credibility of (X1.4)	0.818	0.000	Valid	0.347	0.000	Reliable	
	Creativity (X1.5)	0.613	0.000	Valid	0.677	0.000	Reliable	
	The effectiveness (X1.6)	0.724	0.000	Valid	0.532	0.000	Reliable	
	Review reviews sale (X2.1)	0.717	0.000	Valid	0.527	0.000	Reliable	0.837
	Promotion Plan (X2.2)	0.760	0.000	Valid	0.444	0.000	Reliable	
	The giving of the cheaper price after logging in (X2.3)	0.808	0.000	Valid	0.408	0.002	Reliable	
	Sales Promotion certain conditions (X2.4)	0.712	0.000	Valid	0.512	0.000	Reliable	
	The giving of the information customer service (X3.1)	0.820	0.000	Valid	0.363	0.000	Reliable	0.888
	The interest of the catalog on the website or application (X3.2)	0.912	0.000	Valid	0.190	0.000	Reliable	
	The availability of partner (X3.3)	0.821	0.000	Valid	0.388	0.000	Reliable	
Marketing Communications (Y1)	Excess product (Y1.1 information)	0.634	0.000	Valid	0.642	0.000	Reliable	0.795
	The awareness introduce product (Y1.2)	0.714	0.000	Valid	0.537	0.000	Reliable	
	Product knowledge (Y1.3)	0.790	0.000	Valid	0.432	0.000	Reliable	
	Have the feeling of love (Y1.4)	0.662	0.000	Valid	0.660	0.000	Reliable	
Purchase decision (Y2)	Product Selection (Y2.1)	0.529	0.000	Valid	0.671	0.000	Reliable	0.806
	The brand from the election offers accommodation and lodging (Y2.2)	0.803	0.000	Valid	0.229	0.000	Reliable	
	Easy selection of purchase channel (Y2.3)	0.816	0.000	Valid	0.214	0.000	Reliable	
	The election of the number of purchase (Y2.4)	0.548	0.000	Valid	0.576	0.000	Reliable	
	The timing of purchase	0.649	0.000	Valid	0.366	0.00	Reliabl	

	(Y2.5)					0	e	
Level Customer Satisfaction (Y3)	Satisfied with the location that offered (Y3.1)	0.905	0.000	Valid	0.167	0.000	Reliable	0.854
	Satisfied against the offered prices (Y3.2)	0.616	0.000	Valid	0.694	0.000	Reliable	
	Satisfied with services online site (Y3.3)	0.597	0.000	Valid	0.743	0.000	Reliable	
	Satisfied with the services (Y3.4)	0.916	0.000	Valid	0.150	0.000	Reliable	
	Satisfied with the quality of service and reliability (Y3.5)	0.593	0.000	Valid	0.747	0.000	Reliable	
Customer Loyalty (Y4)	Willing to share information (Y4.1)	0.724	0.000	Valid	0.553	0.000	Reliable	0.853
	Convey positive service providers (Y4.2)	0.769	0.000	Valid	0.432	0.000	Reliable	
	Recommend service providers (Y4.3)	0.679	0.000	Valid	0.614	0.000	Reliable	
	Purchase continuously (Y4.4)	0.643	0.000	Valid	0.677	0.000	Reliable	
	Purchase additional services (Y4.5)	0.844	0.000	Valid	0.310	0.000	Reliable	

Table 1., show all indicators of each latent variable has a value of loading factors above 0.5 with p-value smaller than α=0.05, then the indicator is valid and significant. Furthermore also provides value p-value variance error smaller than 0.05 and the value of the C-R on the value of the cut-off his 0.5 so that it can be said all indicators and the latent variable Reliable. Marketing mix the former dominant sales promotion (0.601) with the indicator giving cheap price after logging in (0.808). The dominant indicator marketing communications awareness introduce product (0.790). Purchase decision with the dominant indicator easy channel selection of purchase (0.816) and selection offer brand from accommodation and lodging (0.803). Customer Loyalty the dominant indicator convey positive service providers (0.769), while on the level of satisfaction of the dominant indicator is the services (0.916) and locations that offered (0.905).

The assumption that must be met in the structural modeling is the assumption of multivariate normal, non had been and there is no outlier. Normal multivariate statistical tests can be seen from the value of the Pearson correlation between dj and q. If used the level of the significance of 5 percent, then the value of the Pearson correlation between dj and q more than 0.5 ($p < \alpha = 0.05$) or z around 0.5 said normal by multivariate data. The value of the Pearson correlation between dj and q of 0.992 or $p = 0.000 < \alpha = 0.05$, and $z = 58.5714$ so that it can be said that the normal multivariate data. Test results outlier based on Mahalanobis value greater than the Chi-square table or the value of $p1 < 0.001$ said the observation that outlier. In this research there are 3 (three) data outlier, it can be said is not an outlier. The value of the Determinant of sample covariance matrix of 0.193. This value is not equal to zero so that it can be said that there had been problems on the data.

After the validity test and reliability on all latent variables which valid results and Reliable, normal, nonsingular multivariat data and is not an outlier, then continued equation analysis struktura, as follows:

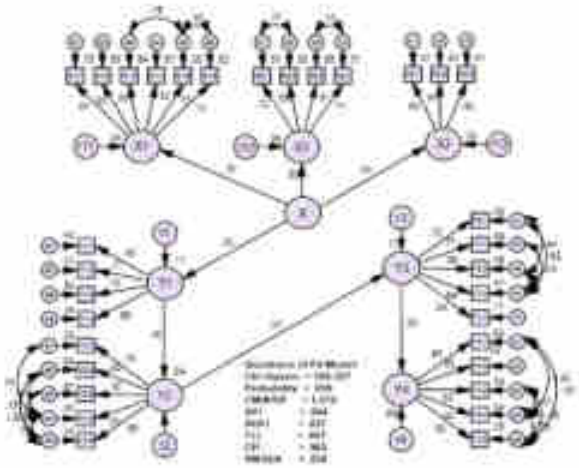


Figure 3 Structural Model marketing communication mix (X) Against Customer Loyalty (Y4) Through Marketing Communications (Y1), purchase decision (Y2), and the level of Customer Satisfaction (Y3) Online the site Agoda.Com

4. GOODNESS OF FIT THE MODEL OF STRUCTURAL RISK PURCHASING DECISIONS TRAVEL TICKET

The results of the measurement model testing with AMOS program in detail can be seen in the following table:

Table 2 The results of the Model testing the risk of purchasing decisions Travel Ticket Online at the site Agoda.com

The criteria	Cut – Off Value	Calculation results	Description
Chi - Square	It is expected small	558.327	$\chi 2$ with df = 439 is 488.849 Not Good
Probability	≥ 0.05	0.000	Not Good
RMSEA	≤ 0.08	0.036	Good
GFI	≥ 0.90	0.864	Marginal
AGFI	≥ 0.90	0.837	Marginal
CMIN/df	≤ 2.00	1.272	Good
TLI	≥ 0.90	0.957	Good
CFI	≥ 0.90	0.962	Good

Table 2 shows that the 6 (six) criteria used to assess worthy / a model whether or not it states good and good enough. It can be said that the model can be accepted, which means there is a similarity between the model with data.

- From the appropriate model, can interpret each path coefficient. The coefficient of the path coefficient is the hypothesis in this research that can be performed in the following structural equation:
  - Marketing Communications(Y1) = 0.330 Marketing Mix(X)
  - Purchase decision(Y2) = 0.200 Marketing Communications(Y1)
  - Satisfaction level(Y3) = 0.347 purchase decision(Y2)
  - Customer Loyalty(Y4) = 0.298 Satisfaction Level(Y3)

The path coefficient testing on Figure 3 and equality above in detail is presented in the following table.

Table 3 The results of the Test Path Coefficient Model of the risk of purchasing decisions Travel Ticket Online at the site Agoda.com

The variables	Coefficient	C.R.	Prob.	Description
Marketing mix (X) →Marketing Communications (Y1)	0.330	2.567	0.010	Significant
Marketing Communications (Y1) → purchase decision (Y2)	0.200	2.265	0.024	Significant
Purchase decision (Y2) → Customer Satisfaction (Y3)	0.347	3.767	0.000	Significant
Customer Satisfaction (Y3) → Customer Loyalty (Y4)	0.298	4.038	0.040	Significant

Based on the table 3 can be interpreted each research hypothesis, as follows:

- Marketing mix (X1) influential significant and positive impact on Marketing Communications (Y1). This can be seen from the path marked by the positive coefficient of 0.330 with C.R. value of 2.567 and obtained the significance probability (p) of 0.010 smaller than equal significance (α=0.05). Thus the Marketing Mix (X1) directly impact on Marketing Communications (Y1) of 0.330, which means that every increase in the Marketing Mix (X1) then will raise Marketing Communications (Y1) of 0.275.
- Marketing Communications (Y1) influential significant and positive impact on the purchase decision (Y2). This can be seen from the path marked by the positive coefficient of 0.200 with the value of 2.265 C.R. and obtained the significance probability (p) of 0.024 smaller than equal significance (α=0.05). Thus the Marketing Communications (Y1) directly impact on the purchase decision (Y2) of 0.200, which means that every increase in Marketing Communications (Y1) then will raise the purchase decision (Y2) of 0.200.
- Purchase decision (Y2) influential significant and positive impact on the level of Customer Satisfaction (Y3). This can be seen from the path marked by the positive coefficient of 0.347 with the value of 3.767 C.R. and obtained the significance probability (p) of 0.000 smaller than equal significance (α=0.05). Thus the purchase decision (Y2) directly impact on the level of Customer Satisfaction (Y3) of 0.347, which means that every increase in the purchase decision (Y2) then will raise the level of Customer Satisfaction (Y3) of 0.347.
- The level of Customer Satisfaction (Y3) influential significant and positive for the Customer Loyalty (Y4). This can be seen from the path marked by the positive coefficient of 0.298 with the value of 4.038 C.R. and obtained the significance probability (p) of 0.040 smaller than equal significance (α=0.05). Thus the level of Customer Satisfaction (Y3) directly impact on Customer Loyalty (Y4) of 0.298, which means that every increase in the level of Customer Satisfaction (Y3) then will increase customer loyalty (Y4) of 0.298.

5. CONCLUSION

The conclusion from the analysis of the data and the discussion is:

- The indicators that form the latent variable marketing communication mix, Marketing Communications, purchase decision, customer loyalty and customer satisfaction is a valid indicator and Reliable.
- Marketing mix the former dominant sales promotion (0.601) with the indicator giving cheap price after logging in (0.808). The dominant indicator marketing

communications awareness introduce product (0.790). Purchase decision with the dominant indicator easy channel selection of purchase (0.816) and selection offer brand from accommodation and lodging (0.803). Customer Loyalty the dominant indicator convey positive service providers (0.769), while on the level of satisfaction of the dominant indicator is the services (0.916) and locations that offered (0.905).

- The model of the risk of purchasing decisions travel ticket online site with the approach of Shem is the model fit based on the criteria of GoF. Marketing communication mix (X1) influential significant and positive impact on Marketing Communications (Y1). Marketing Communications (Y1) influential significant and positive impact on the purchase decision (Y2), purchase decision (Y2) influential significant and positive impact on the level of Customer Satisfaction (Y3), and the impact of Customer Satisfaction (Y3) influential significant and positive for the Customer Loyalty (Y4).

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